

## APPENDIX

Row	Google Exhibit (ECF No. 894)	Google Description (ECF No. 894)	Expert Use(s) of AP Report: Proposition (Citation)
1	DTX 368	Advertiser Perceptions Slide Deck (2016) - DSP Report, Wave 3: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846) [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
2	DTX 511	Slide Deck - Advertiser Perceptions (Wave 4   2018): Analysis for DoubleClick Bid Manager	Ex. 3, Israel Rep. ¶ 587 (n.846) <i>Id.</i>
3	DTX 555	Email (Apr. 30, 2018) From: D. Steinberger To: A. Shellhammer Cc: K. Mannion, Y. Gupta, G. Bender, B. Leung Subject: Re: SSP Report update Attach: Google Slide Deck - Advertiser Perceptions (Wave 1   2018) SSP Report	N/A
4	DTX 580	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Syntesis [sic] Report: Analysis of findings from multiple AP studies	N/A
5	DTX 582	Advertiser Perceptions Slide Deck (Aug. 2018) - Google Q2 2018 Synthesis Report	N/A
6	DTX 591	Advertiser Perceptions Slide Deck - SSP Report: Wave 2 Attach: Excel Spreadsheets <sup>1</sup>	Ex. 3, Israel Rep. ¶ 595 (n.856) [REDACTED] [REDACTED]

<sup>1</sup> DTX 591 encompasses twenty-four spreadsheet attachments. All but four include certain of the statistics included in the reports (i.e., the same information, just in table form). The other four, GOOG-AT-MDL-012877230, -231, -232, and -233 include indiscernible regression data.

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7	DTX 645	Advertiser Perceptions Slide Deck - DSP Report, Wave 6: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846)  See Row 1 <i>supra</i> .
8	DTX 647	Advertiser Perceptions Slide Deck - SSP Report, Wave 4: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets [sic] <sup>2</sup>	N/A
9	DTX 649	Advertiser Perceptions Slide Deck - SSP Report, Wave 3: Part of the Programmatic Intelligence Report Attach: Excel Spreadsheets <sup>3</sup>	Ex. 3, Israel Rep. ¶ 595 (n.856)  See Row 6 <i>supra</i> .
10	DTX 664	Advertiser Perceptions Slide Deck - 2018 SSP Wave 2 for Google	Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)
11	DTX 694	Advertiser Perceptions Slide Deck - DSP Report, Wave 5: Part of the Programmatic Intelligence Report Portfolio	Ex. 3, Israel Rep. ¶ 587 (n.846)  See Row 1 <i>supra</i> .
12	DTX 735	Email: (June 13, 2019) From: A. Shellhammer To: J Bradbury, K Weichmann, et al.	N/A

<sup>2</sup> DTX 647 encompasses two spreadsheet attachments. They include certain of the statistics included in the reports (i.e., the same information, just in table form).

<sup>3</sup> DTX 649 encompasses nineteen spreadsheet attachments. All but five include certain of the statistics included in the reports (i.e., the same information, just in table form). The other five, GOOG-AT-MDL-010708156, -157, -158, -159, -160, include indiscernible regression data.

		Subject: Advertiser Perceptions SSP Wave 3 Results	
13	DTX 854	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report   Wave 6	<p>(1) Ex. 3, Israel Rep. ¶ 595 (n.856)</p> <p><i>See Row 6 supra.</i></p> <p>(2) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)</p>
14	DTX 861	Advertiser Perceptions Slide Deck - SSP Report: Part of the Programmatic Intelligence Report   Wave 5	<p>(1) Ex. 3, Israel Rep. ¶ 564 (n.801)</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>(2) <i>Id.</i> ¶ 595 (n.856)</p> <p><i>See Row 6 supra.</i></p> <p>(3) <i>Id.</i> ¶ 720 (n.1086); Figure 95</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>(4) Ex. 24, Milgrom Rep. ¶¶ 452-53 (n.811)</p>

			<p>[REDACTED]</p> <p>(5) Ex. 23, Chevalier Rep. ¶¶ 103-104 (n.235)</p> <p>[REDACTED]</p> <p>(6) <i>Id.</i> ¶ 108 (n.244)</p> <p>[REDACTED]</p>
15	DTX 898	Email (Feb. 25, 2020)	N/A

		<p>From: S. Sowney  To: M. Miller  Subject: Re: Quick question: most recent customer survey data?  Attach: Google Slide Deck - Advertiser Perceptions (Wave 7   2019) DSP Report</p>	
16	DTX 1038	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 7   2021	<p>(1) Ex. 3, Israel Rep. ¶ 564 (n. 801)  <i>See</i> Row 14 (1) <i>supra</i>.  (2) <i>Id.</i> ¶ 595 (n.857)  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  (3) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)</p>
17	DTX 1044	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side	<p>(1) Ex. 3, Israel Rep. ¶ 587 (n.846)  <i>See</i> Row 1 <i>supra</i>.  (2) Ex. 24, Milgrom Rep. ¶ 71 (n.82)  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]  [REDACTED]</p>
18	DTX 1159	<p>Email (Nov. 16, 2021)  From: L. Fisher  To: A. Shellhammer  CC: M. Vellardito, K. Mannion</p>	N/A

		Subject: Re: Advertiser Perceptions / Google SSP Read-out Attach: Google Slide Deck - Advertiser Perceptions (Wave 8) SSP: Supply-Side Platforms Study	
19	DTX 1181	Advertiser Perceptions Slide Deck - SSP: Supply-Side Platforms Study: Wave 9	(1) Ex. 3, Israel Rep. ¶ 564 (n. 801) <i>See</i> Row 14 (1) <i>supra</i> .  (2) <i>Id.</i> ¶ 595 (n.857) <i>See</i> Row 16 (2) <i>supra</i> .  (3) Ex. 12, Chevalier Rep. Ex. 16 (DTX 2055)
20	DTX 1184	Advertiser Perceptions Slide Deck - DSP Report: Demand-Side Platforms: Wave 12	Ex. 3, Israel Rep. ¶ 587 (n.846) <i>See</i> Row 1 <i>supra</i> .
21	DTX 1223	Email (Feb. 17, 2022) From: M.w Vellardito To: K. Mannion CC: M. Thornton, S. Geremia, S. Downey Subject: Re: Advertiser Perceptions DSP Report for Google Attach: Google Slide Deck (2H 2021) - DSP Report, Wave 11, Demand-Side Platforms   Wave 11   2H 2021	N/A
22	DTX 2055	Chevalier Report Exhibit 16: SUMMARY OF ADVERTISER PERCEPTIONS SURVEY ADDRESSING SSP PERFORMANCE CONDUCTED BY BRAND 2018 – 2022	